

Abstract

Title

Development and trend popularity of skiing and snowboarding.

Main objective

The main objective of this study was to explore the current situation in skiing and snowboarding trends. To try to predict where this winter sports industry is going to.

Methods

For my research I chose the method of questionnaire. Results were collected and statistically processed in the program called Google forms. Questionnaire contained 16 questions intended for respondents who are active skiers or snowboarders, or both. The questions were designed to allow only one answer or multiple choice. The survey was stored in electronic form on the website www.google.com, where they have accumulated a total of 1,095 questionnaires. 83 of them were obtained through personal contact and subsequently entered into the program. Mainly used the methods of this bachelor thesis are methods of analysis, induction, deduction, synthesis and questioning.

The results

The research results show that not only skiing, but also very modern snowboarding already has its culminating phase behind and slowly loses its supporters.

Key words

Skiing, snowboarding, trend, development